

# VIRGINIA

TOWN & CITY

The magazine of the Virginia Municipal League

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APRIL 2017

## A place that's fit to live in

Cities and towns that shape  
active lifestyles





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## On the cover

*Designing a community to support active lifestyles will boost quality of life and economic development.*

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### Hunger doesn't take a summer break

Summer is just around the corner, but for many kids, it's a time of uncertainty. The Summer Food Service Program needs the help of local government to reach kids in your community.

*By First Lady Dorothy McAuliffe*

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### What happened in the veto session?

The General Assembly reconvened April 5 to consider Governor McAuliffe's vetoes and proposed amendments to bills and the budget. VML provides a local official's guide to what did (and didn't) happen.

*By Michelle Gowdy and Mary Jo Fields*

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### A place that's fit to live in

From community gardens to bike-friendly streets, city planners and local officials play a vital role in designing a community that supports healthy lifestyles. Planning intentionally for an active community is more than a nice idea – it's a quality of life issue that serves your current residents and an asset that will attract newcomers.

*By Susan DeFrancesco*

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### Are you being followed?

Social media is now a critical element of customer service for municipalities. Take a page from the City of Roanoke's extensive social media presence.

*By Timothy Martin*

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# Visiting a graceful, vibrant city in the mountains

RECENTLY, OUR DIRECTOR of Member Services Mike Polychrones and I had the opportunity to sit down with Galax Vice Mayor Willie Greene. Vice Mayor Greene is also the VML City Section Chair, which means he is a member of our Executive Committee. He had arranged a meeting with the City Manager Keith Barker to talk about their fine community.

The City of Galax has done an outstanding job at capitalizing on its strengths. The result is a progressive city nestled in the mountains with hospitality and charm.

## The Fire Department

First, we met with the Fire Chief (and Commissioner of Revenue) David Hankley. Chief Hankley operates a department of 45 volunteer firefighters. One unique aspect to the Galax Volunteer Fire Department is the way in which they incentivize personnel.

Firefighters are given a stipend and a pension system that is distributed on a points-earned basis. Points are earned for answering a call, but they are also earned for attending various trainings and achieving certifications.

In a community that has a population of roughly 7,000, the Galax Volunteer Fire Department can roll 20 well-trained firefighters to a single call.

Chief Hankley also serves as the VML representative to the Fire Services Board, so he is very familiar with some of the policy issues surrounding fire service in Virginia.

## The Chestnut Creek School for the Arts

Next, we toured the Chestnut Creek School of the Arts and met with Christina Pollins, the super-energetic Executive Director. Located in the historic First National Bank building, this is an amazing project that won the VML President's Award in 2010.

Since that time, the School and the City have been busy expanding the offerings and making the School a real anchor in the community, both from an educational and an economic perspective.

In addition, an empty downtown store was converted into a pottery studio that has proven to be a popular draw for local residents. The most recent addition is a full-blown woodworking facility that is quite impressive.

These elements of the School reinforce the importance of art generally and Appalachian art, specifically. Whether

one is looking for art just for the sake of art or looking to develop a business, the Chestnut School ([www.chestnut-creekarts.org](http://www.chestnut-creekarts.org)) is having a dramatic impact on the nature of this community.

## The Veterans' Memorial

We also had the opportunity to visit the Blue Ridge Veterans' Memorial. Dedicated in 2016, this memorial honors veterans from all branches of the service. Each branch is represented by a black granite monolith that is polished to a high shine. The monoliths are placed around a globe. An empty chair represents the POW/MIAs.



As you approach the memorial, the names the family and friends are etched in the stones that can be purchased by residents to honor their loved ones. The memorial is a touching tribute that is located next to the public library in an area that has a museum/historical quality.

**Travelogue:** For lunch, we were treated to a wonderful BBQ experience at the Galax Smokehouse ([www.galaxsmokehouse.com](http://www.galaxsmokehouse.com)). From the moment you step into the restaurant, you are hit with the wonderful smells of a real smokehouse. They know how to do BBQ right, so stop in if you are in the area. Better yet, come to Galax for the annual statewide Virginia BBQ competition in July known as Smoke on the Mountain. For more details, go to [www.smokeonthemountainva.com](http://www.smokeonthemountainva.com). 

## Chesapeake promotes King to Commissioner of the Revenue



- King -

**Frank King** is the fourth Commissioner of the Revenue in Chesapeake's 54-year history. King assumed the office from Ray Conner, who retired after 34 years of service.

King joined the city in 1988 as a business tax auditor. He was appointed Chief Deputy Commissioner of the Revenue in 1997, serving in the position until his current promotion. King is a member of the American Institute of Certified Public Accountants, the Virginia Association of Assessing Officers, and the Virginia Association of Local Tax Auditors.

## Newport News names new Director of Finance

**Susan Goodwin** became Director of Finance for Newport News on April 1.



- Goodwin -

She had been serving as Financial Services Administrator in the Department of Engineering for the past 11 years, and takes over as Finance Director following the retirement of Tom Mitchell.

Goodwin brings over 20 years of financial and project management experience. Before joining the city administration in 2005, she worked for Goodman & Company and as Assistant Director of Finance for the City of Suffolk. Goodwin is an active member of the Virginia Government Finance Officers Association and the Tidewater Chapter of the Virginia Society of Certified Public Accountants.

## Leesburg hires new police commander

The Leesburg Police Department has hired Captain **Jim Daly** of the Arlington County Police Department. He will be joining the LPD Executive Command Team as Commander of the Field Op-



- Daly -

erations Division. Captain Daly started his law enforcement career in 1990 in Arlington. Prior to becoming a police officer, he was a commissioned officer in the United States Army. He received his commission upon his graduation from the Virginia Military Institute in 1986. Captain Daly has taught community policing and homeland security courses to officers throughout the country. He is a certified instructor through the Commonwealth of Virginia and the Department of Criminal Justice Services.

## Boeing named clerk of Leesburg



- Boeing -

**Eileen Boeing** is the new Clerk of Council for the town of Leesburg. She previously served as Operations Coordinator for the town of Purcellville. Boeing was most recently the Director of Customer Support for Zodia Aerospace. She replaces long-term Clerk Lee Ann Green who left the town in December 2016 after nine years as clerk to take the Chief Deputy Clerk position with Prince William County.

## Winchester Police Chief to retire

Winchester Police Chief **Kevin Sanzenbacher** has announced his retirement effective April 30, 2017. Chief Sanzenbacher began his service with the city of Winchester in November 2008 after serving in various public safety leadership positions in Maryland with the last as Director of Investigative Programs in Montgomery County. During Chief Sanzenbacher's tenure, Winchester Police Department (WPD) assisted with the creation of the Northern Shenandoah Valley Substance Abuse Coalition and the Regional Drug Court; implemented a Teen Night at the Youth Development Center and a Teen Citizen's Academy.

## Roanoke City Manager resigns

**Chris Morrill**, City Manager for Roanoke since 2010, has resigned from his position to become Executive Director of the Government Finance Officers Association, a national organization serving local governments, based in Chicago. Morrill was selected from a field of 69 candidates throughout the country.



- Morrill -

## Charlottesville appoints Public Works Director



- Oberdorfer -

**Paul Oberdorfer** is the new Director of Public Works for the city of Charlottesville. Oberdorfer has worked in public service since 1991. He was previously the Director of Public Service for the City of Green, Ohio. Prior to his work in Green, Mr. Oberdorfer worked for the Ohio Department of Transportation for 19 years. Oberdorfer replaces Judith Mueller, who retired in February after 31 years with the City.

## Newport News promotes Rohlf to City Manager



- Rohlf -

who resigned March 7.

Newport News' City Council has appointed Acting City Manager **Cindy Rohlf** to the permanent position. Rohlf is the city's first woman manager. She succeeds former City Manager Jim Bourney

## New Amazon warehouse to create more than 1,000 jobs in Frederick County

AMAZON HAS ANNOUNCED it will establish an e-commerce warehouse and distribution operation in Frederick County. The company plans to construct a new, one million-square-foot facility in the White Hall Commerce Center. Virginia successfully competed against West Virginia for the project, which will create more than 1,000 new jobs.

The Virginia Economic Development Partnership worked with Frederick County to secure the project for Virginia. The company will be eligible to receive a Major Business Facility Job Tax Credit. Funding and services to support the company's employee training activities will be provided through the Virginia Jobs Investment Program.

"Amazon's selection of Frederick County is a testament

to the County's extensive transportation network, offering companies proximity and accessibility to major markets," commented Chairman of the Frederick County Board of Supervisors Charles S. DeHaven, Jr. "We are happy to welcome a company of Amazon's caliber to Frederick County and look forward to creating a lasting partnership."

"With the nation's third-largest state-maintained transportation network, Virginia is within a one-day drive of more than 40 percent of the U.S., making the Commonwealth and Frederick County an ideal location for the distribution and global logistics industry," said Secretary of Commerce and Trade Todd Haymore.



### Sign up now!

VML CONDUCTS REGIONAL SUPPERS around the state each spring and fall. Elected and appointed officials from member localities are encouraged to attend one of these informative get-togethers.

**Our first two spring regional suppers, held in Marion and Appomattox earlier this month, had record attendance. To find out what all the buzz is about, join us for one of the four upcoming suppers in May.**

**Each of the dinner meetings will include a review of the 2017 legislation session as well as presentations by other subject experts on issues of importance to the region.**

**All of the suppers will begin at 6 p.m. and cost \$35**

Dates	Locations	You will hear from experts on ...
Wednesday, May 3	Culpeper - Germanna Community College	Regulating Short Term Rentals
Thursday, May 4	Onancock - Mallards at the Wharf	The Importance of Collaborating with the U.S. Census
Wednesday, May 10	Emporia - The Bank by Kahills	Business Incubators and Downtown Revitalization
Thursday, May 11	Williamsburg - The Stryker Center	Tourism as Economic Development

**Register on-line at [www.vml.org/regional-suppers](http://www.vml.org/regional-suppers)**

# Girls can be firefighters

THE CHESAPEAKE FIRE DEPARTMENT, in partnership with the Girl Scout Council of Colonial Coast, is preparing to host their second annual, week-long experiential camp for girls in August. “Camp Fury Chesapeake” gives 20 girls a chance to explore firefighting and other careers which have traditionally been considered more geared toward males. The campers climb ladders, including an aerial truck ladder, rappel from heights, learn about technical

rescue and extrications, and spend a night at a fire station.

2016 campers agreed that the experiences were amazing, as was the chance to develop courage, confidence and character as they stepped outside their normal comfort zones. Numerous fire personnel from Chesapeake and neighboring jurisdictions donated their time to help, along with many business sponsors from the community.

Check it out at [Facebook.com/CampFuryChesapeake](https://www.facebook.com/CampFuryChesapeake).



(L-R) Kaila Callahan, Mackenzie Burton, and Summer Myrick suited up in their fire turnout gear.



Campers gathered for a group photo during the ladder climbing experience.

# Roanoke partners honored for Deschutes project

THE ROANOKE REGIONAL PARTNERSHIP was recognized for its work on the Deschutes Brewery project with a 2017 Excellence in Economic Development Award from the Site Selectors Guild. The award was presented to Executive Director Beth Doughty at the Guild’s annual conference March 15 in Tucson, Arizona.

Deschutes announced last year that the company would make the Roanoke Valley the home of its new East Coast operation.

“This was a four-year process and had many challenges,” Doughty said. “Success would not have been possible without such incredible community support. We’ve never worked on a project that generated so much enthusiasm and excitement.”

The Roanoke Regional Partnership had a record-breaking year in 2016. Announcements of jobs and investment in 2016 included:

- Eldor Corporation to build \$75 million facility with 350 jobs

- Virginia Community College System to create shared service center location and 200 jobs
- Ballast Point Brewing to build \$48 million facility with 178 jobs
- Deschutes Brewery to build \$85 million facility with 108 jobs
- Staybridge Suites to build and create 60 jobs
- Arkay Packaging expansion with 60 new jobs
- Fleetwood Homes expansion with 100 jobs
- Integrity Windows expansion with 60 new jobs
- Canatal Steel USA expansion with 38 new jobs

The Site Selectors Guild is the only association of the world’s foremost professional site selection consultants. Guild members provide location strategy to corporations across the globe and for every industry, sector, and function.

## Norfolk grows a pinwheel garden for Child Abuse Prevention Month

MAYOR KENNETH ALEXANDER joined child advocates and Department of Human Services staff for the ceremonial planting of 100 blue and silver pinwheels in front of Norfolk City Hall on April 3.

April is Child Abuse Prevention Month. The “Pinwheels for Prevention” serve as a reminder and symbol of the city’s commitment to keeping children safe from abuse and neglect.

Representatives from Human Services, Champions for Children/Prevent Child Abuse Hampton Roads and Norfolk Court Appointed Special Advocates (CASA, Inc.) spoke briefly on the importance of the community’s involvement in protecting some of our most vulnerable residents and the resources available to help them take action.



## Danville seeks sponsors for bike rental service

THE CITY OF DANVILLE is looking for sponsors for the proposed Danville Rides Bike Rental Service in order to offset the costs for the program. Packages begin at \$9,000.

The program, which has an annual price tag of \$45,000, has been approved by City Council and will offer visitors to the area a recreational opportunity while providing citizens an alternate mode of transportation. The proposed plan includes five rental stations with five bikes at each station.

City Manager Ken Larking is hoping area businesses will support the program in the form of sponsorships. There are several sponsor levels with varied benefits. Sponsors will be able to brand the bike stations, bikes and/or associated digital and print marketing depending on sponsorship level.

Bike stations will be located in the River District, allowing users access to the Riverwalk Trail, which will soon span from the Danville Regional Airport to Ballou Park.

Users can download an app on their smartphones to assist with the checking out and checking in of bikes.

City officials hope to start the program in the next few months.

## Amherst parking meters are works of art

THROUGH ITS INNOVATIVE Art-Meter Project, the town of Amherst repurposed out-of-use penny parking meters downtown into a gallery of sidewalk art. Meters are sponsored by local businesses, schools, civic organizations and individuals.





## Haysi opens ATV trail

THE TOWN OF HAYSI held the grand opening of its Ridgeview Trail on April 8. Haysi's Ridgeview Trail system is a combination of tree-lined trails and wide open ridge riding with plenty of spectacular views. Initially, there are over 60 miles of multi-use trails and a good mix of beginner, intermediate, and expert routes, with more on the horizon.

The trailhead is conveniently located just outside the ATV-friendly Town of Haysi adjacent to the Kiwanis Park. There's ample parking at the trailhead for trucks with trailers.

Trail operators are working on equestrian trails in the same area that will open later in the year and eventually connect to Breaks Interstate Park.

## Economic developers honor three Virginia communities

THE VIRGINIA ECONOMIC Developers Association (VEDA) announced the selection of the City of Lynchburg; the County of Arlington; and the trio of Alleghany County/City of Covington/Town of Clifton Forge as winners in three different population categories of the 2017 Community Economic Development Awards (CEDA). The awards were presented April 4 at the association's Spring Conference in Charlottesville.

The communities of Alleghany County, the City of Covington, and the Town of Clifton Forge were honored in Category Three (population of 15,001 to 40,000) for their cooperation in revisiting the fundamentals of Business Retention and Expansion Activities. The new combined BRE program makes use of aggressive outreach, volunteers, and other tools to reach existing business and to remove any barriers to their continued success and growth, whether the challenges are related to finance, logistics, real estate, workforce, or access to markets. The CEDA Committee applauded the communities for working across jurisdictional boundaries to bring this inventive program to life.

The City of Lynchburg's Innovation

Week was the recipient of the award in Population Category Four (40,001-100,000). Over three days during June 2016, a variety of stakeholders gathered into the Riverviews Artspace to engage the public with interactive content and to have meaningful conversations about Lynchburg's economic development future. Additionally, a nine-week entrepreneurial training program culminated in a pitch night at which \$40,000 was given to five different businesses, all of which now have open storefronts.

The CEDA award in Population Category Five (100,000+) was presented to Arlington's Startup Arlington program. As one of the country's major technology hubs, Arlington has made significant efforts to go beyond its reputation as a "government town" to compete with such recognizable, branded places as the Silicon Valley and Austin Texas. To foster this effort, Startup Arlington was envisioned as a nationwide competition for emerging or growing companies in the technology sector to compete for the ability to live and work in Arlington for three months at no cost. Startup Arlington is a collaborative effort among public and private partners and the end results

include tech sector growth, excitement among the entrepreneurial community, and overall great PR and buzz.

Submitting in Population Category Four, Roanoke County received an honorable mention for its Site Selector website. The second honorable mention award went to Opportunity Southwest Virginia for its placemaking initiative called Rally Southwest Virginia in Virginia's coalfield region.

The CEDA awards are designed to recognize outstanding communities in the Commonwealth for their efforts in advancing the economic viability of their community through economic and community development programs. VEDA is following the format developed by the Southern Economic Development Council (SEDC) and will submit its eligible winners to SEDC to be considered by that organization for a southern states regional award. VEDA is a member-based professional association committed to providing training and development; networking opportunities; and serving as the voice of the economic development community.

# Meet Danny and Mist

## In 'Dan River Twins,' two otters change perceptions about Dan River

TAKE A LEISURELY PADDLE trip along the Dan River in Danville and you often will see a family of otters in the early morning or late evening. Their presence is a sign of a healthy river because they eat their body weight in fish every day.

The perception of the river by many, however, is quite different — the result of the river's history as a catalyst for industry, the muddy brownish appearance that follows a heavy rainfall, and a coal ash spill three years ago that made national headlines.

To change that perception, the City of Danville has introduced the community to the story of two otters, Danny and Mist.

They are the central characters in "Dan River Twins," a children's book the City released earlier this year. In the book, Danny and Mist compete in Olympic-style games in and along the banks of the Dan River, which crosses the Virginia-North Carolina line eight times on its way from the Blue Ridge Mountains through Danville and then to the John H. Kerr Reservoir.

The book is the brainchild of Jason Bookheimer, division director of community recreation for the Parks and Recreation Department. "I felt we needed something in the community to get people to think differently about the river and become champions of it," Bookheimer told the Danville Register & Bee.

Bill Sgrinia, director of parks and recreation added, "This whole book is a celebration of one of our most beautiful natural resources and a reminder that we are the stewards of that resource."

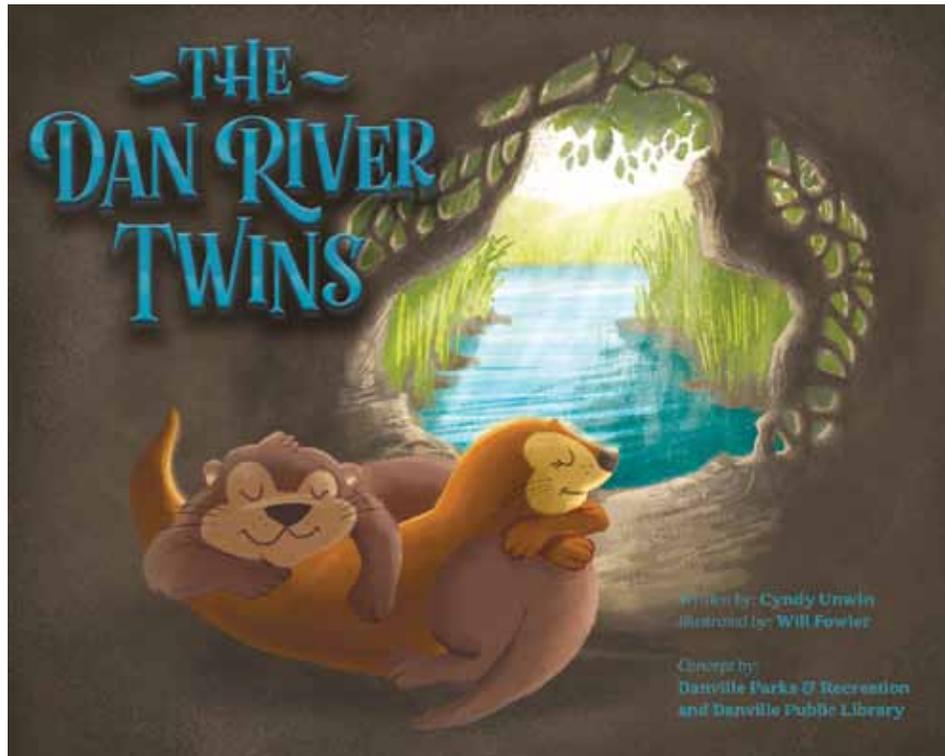
Why a children's book?

"After much thought and deliberation, staff decided that the best way to help change and shape a community was directly

**"I felt we needed something in the community to get people to think differently about the river and become champions of it."** through children, who then would help mold and shape their family members," said Bookheimer, who served as project manager.

**Jason Bookheimer, Parks and Recreation Department** In addition,

staff determined that using the schools and Standards of Learning curriculum would be the best way to integrate learning and education into each student's hands. As a result, every fourth



The City chose Chesapeake author Cyndy Unwin because of her passion for the outdoors and her experience in the field of writing children's books.

grade student in Danville Public Schools received a copy of the book.

The book, however, is available to everyone online at DanRiverTwins.com. Hard copies are available for sale at the Danville Welcome Center, with proceeds from book sales supporting the initiative and purchase of additional books.

### The journey

With the belief that the community needed to think differently about the Dan River, Bookheimer tells the Register and Bee about the day he walked into his boss's office three years ago and said, "I want to create a children's book about the river."

"Do you know how to?" asked Sgrinia.

Bookheimer didn't have a clue.

"So we began to reach out to community partners such as graphic designers, library staff, local publishing companies and the school system to identify first steps," Bookheimer said of the internal team that was established. "We looked at what options were available within our community and resources and used a local children's magazine author to help connect us to a net-

**A team of eight teachers worked to integrate all subjects into it and develop a teacher's standard of learning handbook and lesson plans.**

the book.

When selecting an author from the proposals received, Bookheimer said, "We wanted an author that was local to the area, had previous experience in writing children's books and was flexible in writing the storyline we had developed specific to Danville and our vision."

The team interviewed the candidates to determine the best fit. It chose Chesapeake author Cyndy Unwin because of her passion for the outdoors and environment, knowledge of the area and experience in the field of writing children's books.

For the content of the book, Bookheimer said staff relied on a team of local teachers, non-profits and experts in the field to help support and develop all information. During the course of creating the book, a team of eight teachers worked to integrate all subjects into it and develop a teacher's standard of learning handbook and lesson plans.

In addition, the story of Danny and Mist ends on a cliffhanger, allowing students the opportunity to finish their story.

"The process takes a long time, approximately three years for us from concept to books in the classroom, so be patient," Bookheimer advises. "Assemble a team of leaders who are passionate and can drive the project throughout the longevity of the book and process."

"Buy-in from the schools beyond distribution of the books is key, as well as using local teachers to develop the

work of local and regional children's book authors."

With an action plan in place, a matching grant was secured from the Danville Regional Foundation. Requests for proposals were issued to commission an author, graphic designers and printer/publisher for

handbook and local experts to supply the information. It makes the book realistic, and there is a connection to being developed by the community versus an outside entity. Lastly, focus as much on the distribution and integration into your community as you do in the development."

**Just the beginning**

Bookheimer said the department is planning activities and field trips around the characters and locations in the book.

"It is our intent to continue to support the school system by providing outside-the-classroom learning experiences for our youth while hopefully instilling a passion for outdoor recreation and exploration," he said.

Public Library Director Joe Zappacosta touts the progressive nature of the book.

"Any hook that can get children excited about reading is a win," Zappacosta said. "A student opening up a book and seeing pictures of places they see on a daily basis and reading a story about their home is a great way to instill a love of reading."

Zappacosta also looks forward to reading the students' endings to the story.

Woodberry Hills Elementary School teacher Amy Baynes, who was involved in the project from the beginning, believes the book can change perception.

"I feel this project has the potential to change our students' views about the river that runs through our city," Baynes said. "In many of our students' lifetimes, the only information they have received about the river has

been negative. Through this book, its lessons, and possible field trips, students may feel like they can have an impact on the river and make a difference in our community." 

**About the author:** *Arnold Hendrix is the Public Information Officer for the City of Danville.*



The three friends jumped off the log and into the river. They were safe! But they were in a new place far from the home they knew. Where was Misty? The island was nearby, but under a flood of water that hid its banks. Was it safe? What could happen to the three... and Misty?



For the waterfall climbing event, the stars started at the bottom of the Fall water coming down the ramp from the Falls. They used all their swimming and climbing skills to make their way to the top, and whenever was time to swim across the river to the Green Shore (where their families would wait). Below the Falls, Misty raised his wings. The young stars watched. When they saw his wings make their great splash on the water, they lunged upward into the falling water. Unlike Mist, Danny kept his tail a full meter length ahead of his.



Tadpoles, three turtle friends, pushed his head as far as he could out of his shell and yelled, "Go your mark, go set, GO!" All the stars lunged into their tracks. Danny rubbed his nose against his sides when he hit the ground and felt the cool, slippery mud under his belly. He was already way ahead of the others. He did faster and faster! But then he hit a big curve that sent him spinning into the air. Oh, and Was it the end of the race for Mist? Danny spun the track below him and twisted his body just in time to land back on it. By this time, though, Mist was ahead of him. Danny lowered his nose and zoomed through two more big curves. He and Mist were neck and neck as they approached the river.

Mist saw the amazing job Mist made. "Go, Danny, go!" as she saw him get half way up. The rain had been coming and harder since the started, so she struggled to make it to rain started pelting Mist as she had a hard time seeing her brother. She kept climbing, though. The water rushed over the top faster and faster.

strong swimmer. And once he got to the top of the Falls, he would be hard to catch as he swam for the distant shore. He might get there before her brother. Mist's heart beat.



**Every fourth grade student in Danville Public Schools received a copy of the book.**



# Hunger doesn't take a summer vacation

## How localities can help the Summer Food Service Program feed more children

FOR MANY OF VIRGINIA'S CHILDREN, summer is the hungriest time of the year. Without the safety net of school meals, many go without the nutrition they need to continue learning and growing during the summer months. This loss can contribute to the “summer slide,” the tendency for students in need to lose some of the skills they learned during the previous school year. Without regular access to nutrition, many students are at a higher risk for obesity, hunger, stunted achievement potential, and slowed educational momentum, setting these students behind their peers when school starts in the fall.

Summer hunger can also strain already tight family budgets. Instead of summer being a time for fun and friends, for many children, summer vacation is full of stress and uncertainty. In a nation as rich in resources as ours, it doesn't have to be that way.

As First Lady of Virginia, I have dedicated my efforts to children's health and education. I have prioritized expanding the access that Virginia children have to healthy, nutritious meals through the federal child nutrition programs: school breakfast and lunch, afterschool supper and summer feeding. Each of these programs is different, bound by its own set of regulations and requirements, but the goal of these programs is the same –

**Meals are served from eligible community locations where kids tend to congregate in the summer, such as schools, YMCAs, parks, libraries, housing communities, churches, and recreation centers.**

to provide resources to ensure that children in need have access to nutrition every day, all year long.

The Summer Food Service Program (SFSP), a federal nutrition program run by the United States Department of Agriculture and administered by the Virginia Department of Health, seeks to bridge the summer nutrition gap for families struggling to make ends meet by connecting youth 18 and under with free, nutritious meals when school is not in session.

SFSP meals are procured and prepared by sponsoring organizations that are capable of managing a food service program, such as school nutrition departments, food banks, and municipal agencies with operational kitchens. Meals are then served from eligible community locations where kids tend to congregate in the summer, such as schools, YMCAs, parks, libraries, housing communities, churches, and recreation centers.

During the summer of 2016, 139 sponsors served 3.8 million meals to Virginia children through the Summer Food Ser-

vice Program. These meals were served from over 1,400 school and community sites across the state. These numbers are a product of innovative sites and dedicated sponsors who confront the status quo by identifying opportunities to expand their summertime reach.

**Chesapeake Public Schools** brings summer meals to children in their community on the Cruisin' Café, a retired school bus that has been retrofitted to serve meals on the go. The Cruisin' Café stops at all sorts of places – city parks, housing communities, community centers – bringing food to where kids are over the summer.

**Petersburg Public Schools** found that many children were not able to make it to their nearest summer meals site due to lack of transportation – a challenge in many communities. To address this, the school division created a summer pass that allowed over 250 Petersburg teens to use the YMCA, bus system, and library for free. By expanding access, over 44,000 summer meals were served to youth from June through August in Petersburg.

**Fairfax Public Schools** have dedicated themselves to making summer fun by offering summer meals from outdoor barbeques set up at schools, housing communities and city parks throughout the community. One of these barbeque sites located at a city park quickly became one of last summer's most popular spots due to a partnership the site formed with the local public library. The library hosted an outdoor “story hour” for participating children, giving them an opportunity to listen to a story while enjoying their summer meal.

These three examples help to illustrate the creative, localized strategies that sponsors and sites are using to meet the needs of their community's children and ensure access to nutrition during the summer months. There are hundreds of sponsors and sites across the Commonwealth with their own inspiring strategies to connect Virginia's children with the food they need to fuel summer fun. The SFSP is strongest when all youth services stakeholders combine their goals into a community-wide strategy that maximizes strengths, resources, and capacity.

We are excited for the progress that has been made and thankful to those of you who have helped grow the program in your community. However, we still have a long way to go. The goal of the Summer Food Service Program – to ensure that all children in need receive nutritious meals when school is not in session – is not being met.

Across the Commonwealth, only 13% to 16% of students who qualify for free or reduced-price school meals participate in the Summer Food Service Program. There are several reasons that the SFSP is failing to meet the needs of our children.

One of the main limitations of the SFSP is the congregate meal requirement, which directs children to consume their meals on site and prevents them from taking home any part of their meal. This requirement limits the program's flexibility, prohibiting the distribution of multiple meals at a time. As you might imagine, in rural areas of Virginia, it is not feasible for families to drive many miles to the nearest summer feeding site for each meal.

There are sensible solutions to this issue. With Summer 2017 approaching, we are dedicated to expanding awareness of and access to the SFSP. In coordination with the No Kid Hungry Virginia Campaign, we intend to bring on new sponsors, recruit new sites, and continue to spread the word about summer meals across the state. We need the help of community leaders and

local elected officials to affect this change in every corner of the Commonwealth.

City, town, and county governments are invaluable partners for expanding access to the SFSP. You are in tune with the opportunities and challenges of the families in your communities and you know where they live, work, and play during the summer. You have established public platforms through which to celebrate the SFSP and bolster summer meal attendance. You have the unifying ability to convene your youth services stakeholders, such as schools, libraries, faith-based organizations, and childcare providers. Most importantly, though, you have the trust and respect of your local constituents. When you talk, people listen.

In addition to maintaining our excellent sponsors and sites from past summers, you can help us grow the program and make it easier for families to find a SFSP site in their neighborhood. We want to work with you to pinpoint meal service opportunities in locations where children naturally congregate during the summer months. We are identifying and addressing at-risk areas

**We need the help of community leaders and local elected officials to affect this change in every corner of the Commonwealth.**



**Mrs. McAuliffe helps Fairfax County Public Schools' Director of Food and Nutrition Services, Rodney Taylor, launch their Summer Meals program in a kickoff event in June 2016. Fairfax County hosts Summer Food Service Program (SFSP) barbecues in outdoor locations, such as parks and playgrounds, where kids and teens naturally congregate during their summer breaks.**



Chesapeake Public Schools bring summer meals to children in their community on the Cruisin' Café, a retired school bus that has been retrofitted to serve meals on the go. The Cruisin' Café makes stops at city parks, housing communities and community centers.

through geospatial analysis and collaborative planning with the Virginia Department of Health, and we need your expertise to ensure that our strategy is comprehensive and reflective of your community's needs. We know that when neighbors work together to solve challenges, everyone is enriched.

Once sites are identified, you can help build awareness and sustain a steady SFSP audience throughout the summer months. We have invested in innovative marketing strategies to help spread the word about summer meals, such as placing posters in all Virginia's Food Lion stores, advertising the program in all Virginia's DMV offices, issuing public service announcements on television and radio, and sending summer meals toolkits to schools. We know that you can amplify this outreach by echoing the benefits of the SFSP through your municipal leadership, public engagement, and media presence.

## Five ways to engage

Here are some proven ways in which you can help increase SFSP participation in your community:

1. Encourage your schools and/or city agencies to sponsor a summer meal program or connect with existing efforts in your community.
2. Help increase community awareness by visiting a site and drawing local media coverage.
3. Issue a proclamation to elevate the importance of the addressing childhood hunger.
4. Use your platform to inform families about summer meals in your community – Promote the texting number (Text 'FOOD' to 877-877 to find a summer meals site near you!)

and toll-free information line (Call 1-866-S-HUNGRY for information about a summer meals site near you!).

5. Convene a community planning meeting of local sponsors and organizations that serve at-risk youth to assess the strength of summer meals programs in your communities, identify additional resources, and brainstorm innovative best practices to increase participation.

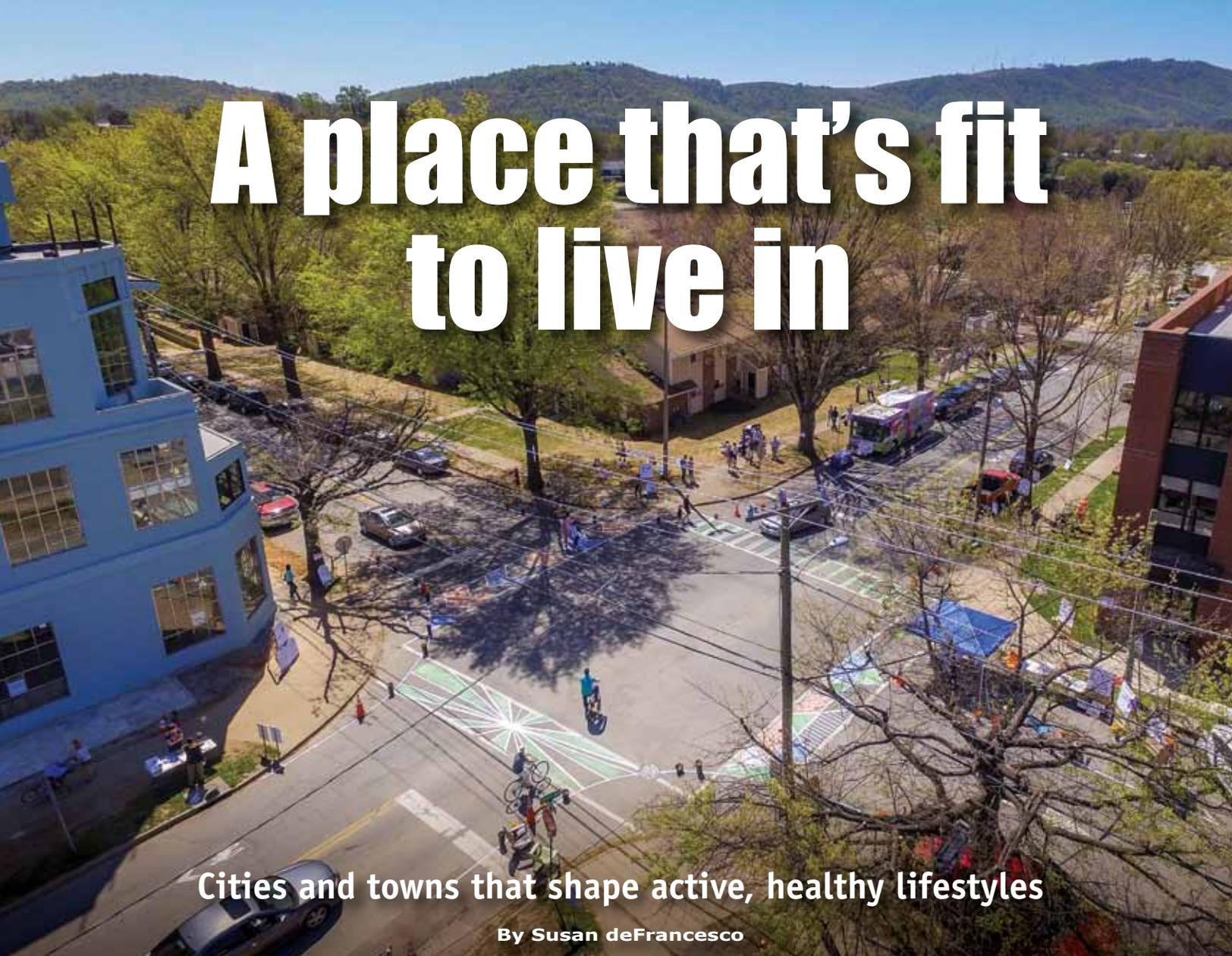
I encourage you to reach out to the No Kid Hungry Virginia Team to learn about what the Summer Food Service Program looks like in your community and discuss how you can get involved. Contact Sarah Steely, No Kid Hungry Virginia Outreach Associate, at Sarah.Steely@vdh.virginia.gov or (804) 864-7510.

Summer should be a time for our students to recharge, not regress. Virginia's children are Virginia's future, and we cannot allow summer hunger to threaten their potential. Their connection to summer meals depends on many factors, including site accessibility, programmatic awareness, and personal trust.

Join me in expanding the SFSP throughout the Commonwealth and ensuring that all students have the opportunity to fuel their bodies and their brains this summer. Creativity and collaboration are the key to bringing home critical federal resources to feed the children who need us. Childhood hunger doesn't take a vacation, and neither can we.



**About the author:** Dorothy McAuliffe is the First Lady of Virginia.



# A place that's fit to live in

Cities and towns that shape active, healthy lifestyles

By Susan deFrancesco

**In 2016, Charlottesville collaborated with a number of partners for a demonstration project, Streets that Work LIVE, that showed how new guidelines might be used on a Charlottesville street. The demonstration showed many features of a complete street, including curb extensions, climbing bike lanes, planters and outdoor seating. Photo courtesy of City of Charlottesville.**

**I**N THEIR ROUTINE course of business, municipal leaders make many health decisions, though they may not realize it. Yes, decisions made about zoning, transportation, planning, and parks and recreation policies affect the health of a city's or town's residents.

Only about 10 to 20 percent of a person's health is related to access to health care and the quality of health care services received, according to research by the Project for Public Spaces. A person's health and the decisions they make regarding their health is shaped more by the social, economic and physical environments in which they live. These are environments that local government leaders can help shape into healthy communities that encourage and support healthy, routine behaviors like eating healthy and being physically active.

Among the 26 cities and towns in Virginia that have joined the Healthy Eating Active Living Campaign, there are a wealth of ways that municipal leaders are shaping the environment to promote healthy eating and active living.

## Active living

Activity-friendly environments that encourage walking, bicycling and active play and recreation can encourage people to be more active. One important way that municipalities can give residents more opportunities to walk and bicycle is by adopting and implementing transportation policies and practices that create complete streets – streets that are designed and operated to be safe and accessible for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.

Design features that promote walking and bicycling include sidewalks, bike lanes, special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, and roundabouts.

Charlottesville is a Platinum HEAL City. The city's adoption and implementation of its Streets that Work Design Guidelines helped it earn this top-level recognition. The guidelines,

## Healthy Lifestyles

introduced by City Councilmember Kathy Galvin, incorporate complete streets principles, providing guidance for street design that ensures the city's streets meet the needs of pedestrians, cyclists, transit users, drivers, residents, workers, visitors and business owners.

"When people can safely walk or bike through the city, it encourages exercise, puts fewer cars on the street, and makes it a healthier place for everyone," says City Councilmember Kristin Szakos.

Haymarket, a Bronze Level HEAL town, has prioritized work on its pedestrian and bicycle infrastructure. Its street

**"When people can safely walk or bike through the city, it encourages exercise, puts fewer cars on the street, and makes it a healthier place for everyone."**

**Kristin Szakos, Charlottesville City Councilmember**

enhancement project has involved stamping crosswalks and providing bike lines to provide safe access for pedestrians and bicyclists.

"The town is so excited. Right on the horizon is the pedestrian path tie-in to Haymarket, just on the outskirts north of our town limits. This will be wonderful for those who wish to shop, dine, and tour our town. It will allow for easy access by walking or biking," says Denise Andrews, Interim Town Clerk.

Similarly, Bronze Level HEAL city Middleburg completed a streetscape project along Washington Street, its busy main street, in partnership with the Virginia Department of Transportation (VDOT). The project installed new amenities to promote walking and pedestrian safety. These include new pedestrian-scale street lights, as well as new intersection curb extensions and brick crosswalks that increase safety when crossing.

"Pedestrian safety is a top priority for Middleburg to safeguard our residents and many visitors. The project not only improved safety for all, but also enhanced the quality of our streetscape, which promotes business investment and tourism in our community," says Town Administrator Martha Mason Semmes.

Lovettsville, a HEAL town that has achieved Gold Level status, has invested in two major streetscape projects. One project is along the town's Main Street that allows for pedestrian access to a Community Center and future County park. The other project involves constructing a shared use path that supports bicycle mobility across the town and connects pedestrians to the Town Square. The town's Council approved a Capital Improvement Plan and a Budget Strategy that prioritizes the streetscape projects and the Town has already completed half of these projects.

According to Laszlo Palko, Town Manager, "The Lovettsville Town Council and residents have stressed the importance of making Lovettsville a pedestrian-friendly community that encourages healthy living through walking and riding bicycles to community events, commercial spaces, and public facilities such as our wonderful parks. Nowhere is this more evident than in Lovettsville's unique Town Square where pedestrian access is provided to a central Town Square park, a bicycle park, and outdoor dining options."

Another important way in which municipalities can promote active living is by providing safe and accessible parks and recreational facilities. According to the National Recreation and Park Association, "public park and recreation agencies create healthy communities and play a fundamental role in enhancing the physical environments in which we live...They foster change through collaborative programs and policies that reach a vast population."

The town of Crewe, Virginia's first HEAL community, and a Gold Level member, has adopted a Park Improvement Plan. A multi-pronged effort, the Plan provides physical improvements to the town park to increase accessibility, safety, and recreation opportunity.

To date, HEAL partners have worked to build an attractive bridge and a regulation-size outdoor volleyball court in the park. They have also requested and received a VDOT study on the feasibility of a crosswalk over the busy route 460 highway, connecting the residential neighborhood to the park. Future



To help citizens eat healthier, Staunton changed its zoning code to allow residents to own backyard hens.

Garden plots in several Charlottesville parks are rented annually with first priority to those renters who live within a quarter-mile of the plots. Rental prices for plots range from \$30 to \$50 for city residents.

Photo courtesy of City of Charlottesville.



initiatives in the park include creating signage that would display the distance from a given point and approximate calories burned and establishing an attractive kiosk that would publicize organized physical activities and access to local, nutritious food.

“For Crewe, HEAL is about creating opportunity for our citizens and visitors. It’s about quality of life. The more healthy access we provide, the happier and healthier people become. And this translates to economic opportunity, because a happy, healthy community is a place where people want to raise a family, own a business, and visit often,” says Town Councilmember Phil Miskovic.

The HEAL town of Roanoke, has 20.9 miles of greenway trails, 57.1 miles of natural surface trails and 70 parks. According to the town’s Director of the Department of Parks and Recreation, Michael Clark, “Plentiful, well-maintained public parks and strong recreational programming not only help to build community, but also improve overall livability and stimulate economic development. Studies have shown that parks and recreation services have contributed to measurable decreases in crime rates while improving overall physical and mental well-being throughout the community.

“To that end, our planning practices engage members of our community in determining the strategic direction of the department,” Clark adds. “Every five years, the department holds a series of meetings with interested citizens, stakeholders, and focus groups to gather the information necessary to craft both a statistically valid, mailed survey as well as an open, community-wide survey. The responses from these surveys help craft the department’s comprehensive master plan.”

## Healthy eating

Creating an environment where healthy foods are available and accessible allows people to make healthier food choices. Zoning regulations and land use practices can promote greater access to healthy food as exemplified in the activities of several HEAL cities and towns.

Through a Park Master Plan Amendment and extensive community involvement, Charlottesville provides rental community garden plots in its Rives Park to promote local agriculture and greater access to healthy food.

“The gardens have been well received by the neighborhood and are actively being used. It is a very nice amenity for this park,” reports Brian Daly, Director of Parks and Recreation in Charlottesville.

Staunton, a Bronze Level HEAL city, passed an ordinance to allow citizens to keep up to six hens in residential areas.

“To help citizens eat healthier and especially offer low-income families a way to supplement their food budgets, Staunton

**“A happy, healthy community is a place where people want to raise a family, own a business, and visit often.”**

**Phil Miskovic, Crewe Town Councilmember**

removed the restrictions in our zoning code that had previously prevented residents from owning backyard hens,” explained Councilmember Erik Curren, who sponsored the change.

According to Curren, though the proposal generated some controversy at the time, in the years since its passage, “Hens have become beloved members of nearly a dozen households as well as good neighbors across the city.”

The Town of Lovettsville entered into an agreement with

## “Our community garden initiative has helped ensure access to healthy vegetables for our residents as the town lacks a grocery store.”

**Laszlo Palko, Lovettsville Town Manager**

the Lovettsville Garden Club to provide a piece of the Quarter Branch Park to the club for the construction of a community garden for town residents. Town residents have created garden plots and maintain the garden.

“Our community garden initiative has helped ensure access to healthy vegetables for our residents as the town lacks a grocery store. Besides land, the town provides water to the community garden, too,” explains Laszlo Palko, Town Manager.

## Comprehensive plans

Comprehensive plans, general plans and master plans serve as a local government’s official statement and vision for its future long-range development. These plans offer municipalities the opportunity to envision and plan for the development of a healthy community by including goals and policies that promote access to healthy food and active living.

This is sometimes accomplished by incorporating healthy eating and active living goals and policies throughout the plan’s chapters or “elements” – those chapters, for example, related to transportation, land use, and recreation and parks. Some localities also include a separate chapter on health in their comprehensive plan.

Lawrenceville’s 2015-2035 Comprehensive Plan is under review for adoption. The draft plan expresses the intent of the Town Council to “support healthy living initiatives that improve the health and quality of life for residents.” Mayor Bill Herrington explains that “the town’s commitment to improving the health of the community is a priority and has gotten stronger as evidenced by the inclusion of language expressing that commitment in the Comprehensive Plan.”

The HEAL city of Hopewell’s recent revisions to its comprehensive plan include a chapter dedicated to public health. The plan also integrates the relationship between health, land use, and the built environment throughout the plan. The city worked on the revisions with the Institute for Public Health Innovation and a public health student from the University of Virginia.

Tevya Williams Griffin, Director of Neighborhood Assistance Planning, notes that “the urban planning field was birthed out of concerns for public health, including tenement housing, and water and sewage systems. It should be no surprise that ‘place’ matters, and that one’s environment, along with other factors, can have positive or negative effects on overall health.”

According to Griffin, the impetus for the work on the comprehensive plan was the fact that the city was ranked 129 out of 133 in the 2014 County Health Rankings Report and community survey responses revealed that public health was an issue that many believed should be addressed. The city’s work on the comprehensive plan will be completed by summer/fall of 2017. Griffin reports that the city’s health ranking is now 118 out of

134 and that Hopewell “is on its way to becoming a healthy city and our children will be better for it.”

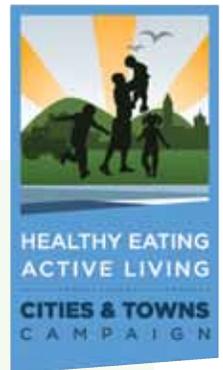
Williamsburg, a Platinum Level HEAL City, has included in its comprehensive plan land use and land regulation goals that promote mixed-use, transit-oriented development. The city has provided funding in its Capital Improvement Plan to implement mixed-use development that promotes walkability in many parts of the city.

The city uses a unique budgeting strategy centered on the development of Goals, Initiatives, and Outcomes (GIO’s) each biennium. These GIO’s are the result of significant public engagement and are coupled with performance measures to ensure the work is completed.

During the 2015-2016 biennium, the GIO’s included nine projects aimed at developing a healthier built environment. Six of these projects have been completed and the remaining three are planned for FY18.

Assistant City Manager Andrew Trivette says, “The HEAL initiatives align nicely with the city’s vision for an innovative livable community. The 18 policy initiatives that resulted from the HEAL program have helped to inspire a transformed Williamsburg.” 

**About the author:** *Susan DeFrancesco is the HEAL Cities and Towns Campaign Manager, Institute for Public Health Innovation.*



## HEAL Cities and Towns Campaign

HEAL Cities and Towns Campaign staff offers free technical assistance on building healthy community environments. For more information and to learn how to become a HEAL city or town, visit [www.healthcitiesmidatlantic.com](http://www.healthcitiesmidatlantic.com) or contact Campaign Manager Susan DeFrancesco at 240-252-2016.

The HEAL Cities & Towns Campaign, funded by Kaiser Permanente, is a project of the Institute for Public Health Innovation that provides free technical assistance to cities and towns working to create healthy food and physical activity environments.

## American Planning Association

The American Planning Association’s Plan4Health project works to leverage the role of planners as collaborators and conveners to improve community health. It provides tools and technical support to planners so they can integrate health into planning practice at all levels. The Virginia Chapter of the American Planning Association offers networking and professional development to its members and is committed to raising the awareness about the many benefits planning offers as a foundation for addressing physical, economic, and social changes that promote healthy eating and active living. For more information about the APA Virginia Chapter contact Eldon James, Chapter Administrator at [admin@apavirginia.com](mailto:admin@apavirginia.com).



**During a community advisory board work session, Norfolk Health District Director Dr. Demetria Lindsay captures stakeholders' comments and concerns.**

# Intentional by design

## Building healthy, resilient communities

**D**OES YOUR vision of the municipality you lead include one of a healthy, resilient community? If so, read on because there are significant efforts underway throughout the Commonwealth to make that vision a more probable reality.

The efforts focus on a collaborative process steeped in analyzing the data about the community. The people who work with you as part of the local health departments have assumed the task of assuring that each of the 35 health districts in Virginia undergoes community health assessments (CHAs) with the development of community-led, community health improvement plans (CHIPs).

These efforts are consistent with the Virginia Department of Health's (VDH) mission to protect the health and promote the well-being of all people in Virginia. However, the VDH mission cannot be accomplished by me and my staff on our own. What is required is a true collaboration with local leaders and the community.

### CHA/CHIP explained

The CHA/CHIP efforts represent excellent opportunities to elucidate the various roles of each stakeholder in your municipalities. This is critical because healthcare alone is not sufficient to assure health and well-being. Many other factors, such as housing, safe neighborhoods, educational attainment and economic opportunities, among others, have significant impact on our health and well-being. Therefore, everyone has a role and as a result, collaboration across sectors is key. As leaders in your municipality, your involvement is crucial to the success of the efforts.

"CHA brings together multi-sectoral stakeholders to review health indicators, comparing local data to state and national standards and benchmarks, to identify community health issues and to develop collaborative systems for improving the health of our residents," said Dr. Denise Bonds, health director for the Thomas Jefferson Health District, where staff recently completed a third round of community health assessments and are now focused on implementation for health improvement. "CHAs help us to understand what is making our residents healthy or unhealthy, and what changes will lead to the most significant health improvements."

The Community Health Assessment is the foundation for the Community Health Improvement Plan. Communities continuously seek to understand the conditions that make for a vibrant and healthy population. Data is an essential part of

the CHA process. The data of most importance is that which the population or community of interest provides itself. There are many voices to listen to in order to know how best to direct resources and support. We are rich with data and the struggle is often to determine what is actionable to bring about increased value and well-being in our localities.

### Relationships are key

The CHA process is fluid and can be adapted to the readiness and capacity within the locality or region. Those leading the efforts (often the local health department) typically begin by organizing and planning the process. This includes establishing a community-based team with people who have lived experiences with poor health, poverty, lack of access to healthy foods and adequate transportation, etc. Diverse community representation is critical for a successful assessment that ultimately influences an improvement plan, where those identified are empowered to own, shape and guide the interventions selected.

Goals and objectives for the CHA process must be in place so that consensus and alignment can be achieved around methods, resources, leadership and structure. This is the vital foundation before data is even collected and analyzed, and results reviewed.

Once a solid structure is in place for conducting a CHA, data leads to the determination of health priorities for the locality. More than ever, Virginia health departments are utilizing data from a myriad of sources – especially from the departments

**Many other factors, such as housing, safe neighborhoods, educational attainment and economic opportunities, have significant impact on our health and well-being.**

of social services, medical assistance programs, transportation, parks and recreation, cooperative extension, etc. – and taking a holistic view of populations and the health opportunity of where they live or work.

Data pertaining to primary drivers for creating communities of greater health opportunity focus on the built environment and physical living conditions, the social and economic environment, and policy and governance. There is significant potential to improve health and well-being among the people in municipalities by focusing on the establishment of quality relationships across multiple sectors aligned and focused to listen to and fully support the people in communities.

### Data to drive the process

VDH teams developed a data portal to provide a convenient access point for health-related data in Virginia. The portal, still a work in progress, is already a comprehensive source for CHA,

public and population health data. It features over 100 health indicators and is publicly available online ([www.vdh.virginia.gov/data](http://www.vdh.virginia.gov/data)).

Each data portal page provides interactive data at the most granular level possible. The categories of health data visualized include cancer, chronic disease, communicable disease, drinking water, health behavior, injury and violence, maternal and child health, opioid addiction, sexually transmitted infection, and social determinants of health. Additional sources and reports are also accessible on the website.

## The Virginia Plan for Well-Being

Virginia's Plan for Well-Being ([www.virginiawellbeing.com](http://www.virginiawellbeing.com)) is a call to action for all Virginians to create and sustain conditions that support health and well-being. Consider the plan as an action framework for municipalities. The Plan lays out 13 priority goals that address issues significantly impacting the population's health and well-being and provides a framework to guide the development of projects, programs, and policies to improve and advance Virginians' well-being.

The Plan also recommends key community partners and sectors needed to achieve results. Achieving population and community health improvement requires alignment, clarity and intentionality, and communities can choose to align their efforts respective to the Plan for greater impact.

In 2016, with the launch of Virginia's Plan for Well-Being, all health departments in Virginia initiated their work to assure CHA in concert with community stakeholders and partners as a means to achieve gains in population-level health improvements. In 2015, only 43% of health districts had established ongoing, collaborative community health planning processes in Virginia, and at the end of 2016, the percentage grew to 82.8%. The growth of engagement of health departments within their localities to conduct CHA nearly doubled in one year. This shift is due to refocusing on working together to move outcomes that matter to the community through sustainable relationships and system level changes.

The cross-sector approach behind CHA enables participants to "merge agendas" – meaning that no one entity has to shelve their interests for another because the emphasis is

### Getting started

**If you're not collaborating yet, you can find the contact info for your local health director at [www.vdh.virginia.gov/local-health-districts](http://www.vdh.virginia.gov/local-health-districts).**

to blend activities and strategies into a matrix of what works. Optimizing the contributions of multiple sectors by linking more traditionally health-focused sectors (e.g., public health,

health care, social services) with sectors whose contributions to health and well-being have come to the forefront (e.g., business, education, faith, housing, law, transportation, zoning) has led to a number of successful endeavors in Virginia's municipalities.

At the core, a cross-sector enterprise to CHA and CHIP develops a shared value of health through aligned mindset and expectations, a sense of community, and strong civic engage-

ment. Communities that can organize and connect effectively are better able to identify needs and promote tangible and sustainable action built on trust in people and community norms.

## Thomas Jefferson and Portsmouth Health Districts moving forward

The Thomas Jefferson Health District, which comprises the counties of Albemarle, Fluvanna, Greene, Louisa, and Nelson, along with the city of Charlottesville, serves approximately 244,000 citizens. The geographic and population distribution requires prioritization of health issues to evidence-based interventions because resources are limited.

"CHAs also help us determine where we should focus our resources to advance health and quality of life, especially among disadvantaged populations," said Dr. Bonds. Sustaining commitment among partners to implement selected interventions and strategies is demonstrated through the development of goals and objectives for carrying out the CHIP. Monitoring and evaluating results of the CHIP and communicating and sharing outcomes are also performed by the community-based team, under the guidance of the health department.

**"CHAs also help us determine where we should focus our resources to advance health and quality of life, especially among disadvantaged populations."**

– **Dr. Denise Bonds, Thomas Jefferson Health District**

Other Virginia health districts are undergoing CHA and CHIP processes, and experiencing progress in ways not previously known. Healthy Portsmouth ([www.healthypoorthmouthva.org/chip](http://www.healthypoorthmouthva.org/chip)) is a city-wide nonprofit coalition committed to changing the policies, systems and environments that affect neighborhoods, schools and workplaces to improve the health of Portsmouth citizens.

"It's important that we are all growing in the same direction, and all leaders – nonprofit, business, education, government – understand the common goals. CHIP gives us the framework on what we're focusing on for the next five years together. This helps us from being distracted by other things that are not priorities that we found using data in the CHA. We take our CHIP seriously," said Dr. David Chang, health director for the Portsmouth Health District.

Community-based teams are finding that health improvement requires alignment and intention to fit all activities, projects and efforts – everything they do – under the CHIP priorities. Duplication of coalitions for varied interests or ad-hoc grant funding applications does not serve the success of the CHIP.

For example, Bon Secours implemented an obesity prevention program and instead of doing this on their own, or forming their own advisory group, they aligned it under one of the Healthy Portsmouth subgroups. Not only does this demonstrate fidelity to the CHIP, it allows for greater leveraging of resources and political will. Ongoing reporting on the status of CHIP

*Continues on page 26*



# What did (and didn't) happen on April 5

An overview of the 2017 General Assembly's veto session

THE GENERAL ASSEMBLY members came back to Richmond on April 5 to discuss the Governor's vetoes and proposed amendments to various bills including the budget. While there were some changes to the budget, the vetoes all were sustained and some amendments were made. This article summarizes the veto session; please see the March issue of *Virginia Town & City* for the longer overview of the entire session.

The General Assembly rejected recommendations of the Governor, in whole or in part, to 20 bills and rejected 13 budget amendments in whole or in part. These bills will now return to the Governor who will have 30 days to either sign or veto the legislation. Bills not acted upon within the 30 days become law without the Governor's signature.

reimburse selected local and regional jails for providing mental health assessments within 72 hours of the completion of an initial mental health screening. But, the \$655,000 proposed for the Department of Elections to educate voters and to replace expired federal funding for agency operations did prevail.

The Budget Bill (HB1500) will be returned to Gov. McAuliffe, and will take effect upon his signature.

## Child day program amendments rejected

The Senate accepted but the House rejected the Governor's amendments to SB1239 (Hanger) which addresses various child-based programs, including day care centers operated by religious organizations, after-school programs offered by public and private schools, as well local parks and recreation programs. The bill will now return to the Governor, who can decide whether to sign it, let it go into effect without his signature, or veto it.

Local parks and recreation agencies were not pleased with the bill as it came out of a General Assembly conference committee in the final hours of the session, and were not satisfied with the Governor's amendments to the bill because they did not address their concerns with state social services reporting requirements and potential oversight.

If the Governor vetoes the bill, the DSS oversight provisions will go away. If he allows the bill to become law, there is time for further work on items addressed by the bill because it was passed with a delayed enactment date of July 1, 2018, and included enactment clauses that made some of the provisions contingent upon state funding and approval of state regulations.

ment date of July 1, 2018, and included enactment clauses that made some of the provisions contingent upon state funding and approval of state regulations.

## Freedom of Information Act – A mixed bag

HB1539 is a Freedom of Information Act bill regarding records of public bodies. The Governor's recommendation

*Continues on page 25*



## Budget wins and losses

Of the multiple budget amendments McAuliffe submitted, about half prevailed, and most of those were technical or administrative in nature. Policy amendments like the one to restore language providing authority to the Governor to expand Medicaid pursuant to Obamacare failed, as did spending cuts to the Jamestown-Yorktown Commemoration 2019 and spending restorations for items like solar energy development.

Budget amendments of interest to local governments enjoyed mixed success. The legislature rejected the \$442,500 to

# Advocating for Marketplace Fairness

## VML's Federal Advisory Council urges localities to take action

FOR MORE THAN A DECADE, local businesses have been put at a competitive disadvantage by following the law and collecting sales tax at the time of purchase, while remote online retailers are not required to do so.

In an op-ed to the *Roanoke Times* published in January, Roanoke Councilmembers wrote, "Congress' failure to act makes our local businesses less competitive while large Internet retailers grab larger shares of retail purchases each year. While this legislation is stalled, state and local governments across the country have lost billions that could have been used to repair infrastructure and provide other crucial services. In effect, Congress's inaction has taken funds that could be invested in our lo-

cal communities and, instead, provided them to increase profits for large, out of state, Internet retailers."

Based on these core principles, the Roanoke City Council sent a resolution to their congressional delegation in January urging them to level the playing field for local brick-and-mortar businesses by supporting online sales tax fairness today. A template of their resolution is provided (below) for use by other localities.

VML's Federal Advisory Council supports Roanoke's message to Congress and encourages other localities to adopt and send similar resolutions to their representatives in Congress.

### Sample resolution for your locality

IN THE COUNCIL OF THE CITY/TOWN/COUNTY OF XXXXX

A RESOLUTION urging the United States Congress to enact legislation that will enable State and Local governments to collect revenues due to local government that are essential to the expansion of our local and regional economy, creation of thousands of new jobs, enhancement of the quality of life within our communities, and preservation of limited State and Local revenue sources.

WHEREAS, many State and Local governments rely on the collection of sales and use taxes to support funding to improve needed infrastructure improvements, strengthen local small businesses, create jobs for their citizens, and fund essential services;

WHEREAS, local small businesses confront expanded competition from the explosion of Internet sales by remote sellers who are unwilling to collect and remit properly assessed sales taxes to State and Local governments;

WHEREAS, national studies reveal that State and Local governments lose approximately \$30 Billion each year from uncollected sales taxes from transactions involving remote Internet retailers;

WHEREAS, local businesses estimate that the [City/County of XXXX] has lost millions of uncollected sales and use taxes from remote online sales;

WHEREAS, State and Local associations, including the Government Finance Officers Association, the National League of Cities, the National Association of Counties, the United States Conference of Mayors, and the National Governors Association, along with partners in the retail community, worked together for years to develop a fair and easy system to collect and remit these sales taxes structured on a system of collection based on the purchaser's location;

WHEREAS, through this collaborative effort, we believe that an effective and efficient response in eliminating the competitive disadvantage faced by our local small business retailers appeared in 2013 when the Marketplace Fairness Act passed in the United States Senate through a bi-partisan effort and would have established a fair system for the collection of existing taxes owed to State and Local government, and address the pressing need to level the playing field among remote Internet sellers and local "bricks and mortar" retailers;

WHEREAS, following the passage of the Marketplace Fairness Act by the United States Senate in 2013, the United States House of Representatives did not vote on the Marketplace Fairness Act or any alternative to address this critical economic development issue, and this inaction by the House of Representatives caused the United States Senate to reintroduce the Marketplace Fairness Act in 2015;

WHEREAS, the continued inability of Congress to reach a consensus has resulted in an increase in the [STATE] state sales tax [from 5.0% to 5.3% and] has placed significant and challenging limitations on localities; and

WHEREAS, 2017 is now the opportunity for the 115th Congress to demonstrate real political courage and break this unwarranted and unjustified stalemate by moving the Marketplace Fairness Act or other legislation to collect and remit sales taxes structured on a system of collection based on the purchaser's location through the United States Senate and United States House of Representatives during its 2017 session in order to protect localities and level the playing field between local retailers and remote Internet sellers.

NOW, THEREFORE, be it resolved by the Council of the City of XXXXX, Virginia that:

1. City Council urges Senate Majority Leader Mitch McConnell, [Senator XXXX, Senator XXXX], and all United States Senators to reintroduce the Marketplace Fairness Act into the United States Senate during its 2017 session.

2. City Council urges Speaker Paul Ryan, Chairman Bob Goodlatte, [Congressman XXXX], and all Members of the House of Representatives to act on the Marketplace Fairness Act or other legislation to collect and remit sales taxes structured on a system of collection based upon the purchaser's location in the House Judiciary Committee.

3. City Council urges the United States Senate and the United States House of Representatives to hold votes to pass the Marketplace Fairness Act or other legislation to collect and remit sales taxes structured on a system of collection based upon the purchaser's location during the 2017 session and send the clear and unequivocal message to States and Localities that the United States Congress supports small business women and men who create jobs, produce revenues to support essential infrastructure improvements, and create a stronger and more resilient economy for the benefit of all Americans.

4. City Council directs the City Clerk to provide attested copies of this Resolution to The Honorable Paul Ryan, Speaker of the United States House of Representatives, The Honorable Bob Goodlatte, Chairman of the House Judiciary Committee, [The Honorable XXXX, Congressman of the XX District], The Honorable Mitch McConnell, Senate Majority Leader of the United States Senate, [The Honorable XXXX], United States Senator, and [The Honorable XXXX], United States Senator.

You can download this resolution template at [www.vml.org/advocacy/federal-advocacy](http://www.vml.org/advocacy/federal-advocacy).

# National League of Cities sends letter to Congress

## NLC asks localities to sign on and urge lawmakers to fight proposed budget cuts

**I**N THE WAKE of the White House's budget proposal, the National League of Cities has written an urgent letter to Congress. More than 500 city officials have already signed the action letter below asking Congress to stand with cities this budget season. You can add your name to NLC's letter and send your own letter to your members of Congress.

Block Grants (CDBG), which finance projects to revitalize communities, provide affordable housing and drive the nation's economy forward.

- Reductions in **EPA** funding that could cut back more than two dozen programs that allow city leaders to protect their resources, prepare for increasing natural disasters and promote healthy and stronger communities.

- **FEMA** cuts that reduce available funding for disaster assistance to cities.

- Elimination of the economic development grants from the **Department of Commerce**.

- Elimination of **COPS** grants that support law enforcement officers and make our communities safer places to live.

- And any other cuts that would inhibit the role cities play in growing America's economy.

There is a long history of federal-local partnerships when it comes to moving America forward. Budget proposals we've seen so far not only alarm us, as the nation's local leaders, but jeopardize this historic relationship.

Cities need Congress to design a budget proposal that puts cities first. Cities need Congress to stand with cities.

Sincerely,

**The Nation's Cities**

### Councilmembers of these Virginia localities have signed on!

**Charlottesville**  
**Hopewell**  
**Norfolk**  
**Portsmouth**  
**Roanoke**

To add your name to the letter, go to the National League of Cities website, [www.nlc.org](http://www.nlc.org).

Follow the latest developments on twitter #FightTheCuts.



Members of Congress:

We are the nation's cities — bold and strong together. We are the engines of the economy and the bedrock of the nation. We are home to creative centers, industrial powerhouses, academic hubs and the hundreds of millions of Americans who are your constituents. And now, we need you to stand with cities to fight the cuts that would devastate cities across the board.

As the nation's local elected officials, we urgently ask you to stand with cities as we enter the budget process. Administration proposals to cut billions in domestic funding from programs, which cities use to grow and prosper, will flat line the progress we have made. We need you to join us in protecting the programs that matter most to cities.

Cities cannot make up for:

- Cuts to **HUD** that would eviscerate critical programs that support local governments, like Community Development

# Are you being followed?

## How social media drives customer service and citizen engagement

NOT THAT LONG AGO, news releases, public meetings, or e-mail blasts were the only way to communicate to citizens. While those options still exist today, a new form of engagement has risen to the top. Over the last few years, advances in social media platforms have allowed local governments across the country to communicate “with” citizens, instead of “to” them. Instant back-and-forth conversations can now take place around the clock.

**Citizens expect their government to advance with technology.**

**Ignoring the advancement and opportunities of social media is no different than ignoring a call from a citizen. It leaves an impression.**

In 2008, the City of Roanoke launched its first Facebook page. Nine years later, Roanoke has more than 50 accounts on various platforms from many departments. The city’s pages have a combined 180,000 followers. This gives Roanoke the opportunity to engage at an unprecedented level. It gives citizens the opportunity to get instant answers. Along the way, it allows government, its workers, and its citizens to build relationships and trust. That trust is what so many local government leaders need for the communities to be successful.

Roanoke’s model is simple: promote the city, inform the audience, and engage the user. This approach resulted in more

than 2.5 million likes, comments, and shares on the city’s main Facebook page in 2016. In March of 2017, the city went a step further, creating an Office of Citizen Engagement. This office manages social media, the city’s website, and other digital platforms. As the city’s first Citizen Engagement Officer, I work with employees who need citizen engagement for their programs and projects to be successful.

One of the first tasks of the new office was to get feedback

on the search for a new city manager. Roanoke City Council wanted as much input as possible from citizens. This is a

good example of why social media is so important. With phones at their fingertips, citizens responded to social media posts from the city in droves. During the last city manager search in 2009, only 80 citizens offered input. After five days of the new search, more than 500 had offered comments to Facebook, Twitter, Instagram, and Nextdoor.

While social media has put citizens in the driver’s seat, some local governments still don’t want to shift the engagement gears. I’ve spoken all across the country over the last few years, and continue to hear from social media managers who are limited in what they can and can’t do to increase engagement. Many



local government leaders are scared of the unknown. There's no need to be scared, though.

If there was ever a time to embrace engagement, it's now. A majority of citizens in communities all across the country want access to everything on their mobile device. That includes conversations with the leaders of the communities they live in. This shouldn't scare local government leaders. Roanoke's leaders recognized this early on, and the results put the city on the social media map. Citizens expect their government to advance with technology. Ignoring the advancement and opportunities of social media is no different than ignoring a call from a citizen. It leaves an impression.

Every community has challenges – Roanoke is no different. Why not tackle those challenges together, with a network of citizens waiting to engage?

## Ten social media tips for local governments

### Don't stop at one page

Don't be afraid to expand. Having a main social media page for your city or county is important. It acts as the social face and voice of the area. But branching out to many other departments is just as important. Each department has different goals and different audiences. Expanding the social presence beyond a main page allows for more in-depth conversations, from employees who know their stuff, to citizens who are the most interested in that particular topic.

### Embrace the tools

Use the tools provided on social to your advantage. In the last year, video has dominated social media, particularly Facebook Live. Use this to inform your community on crisis situations, press conference, interviews, severe weather alerts, and feedback on various projects and programs. Videos are more likely to create engagement right now on social media than any other type of post.

### Have rules, but...

Social media policies are extremely important. But each local government should put policies in place that allow social media managers to be creative. This is crucial in getting an audience and keeping it.

### Show your personal side

Social media is the perfect place to showcase the people that make government run. Highlight employee success stories and allow citizens to feel that personal connection. Telling these stories will get more likes and shares.

### Find talent

Use social media to show why public service is important. Tell your organization's story and encourage job seekers to be part of the next chapter.

## Reach beyond the borders

Create social media content that not only showcases the government, but also the community. This will help as you try to attract new families to the area. In Roanoke, citizens submit thousands of beautiful city photos a year. Those photos have generated millions of likes, comments, and shares.

## Customer service

Let your citizens know that you're there when they need you. Make social media customer service a priority by responding to messages quickly. Encourage citizens to avoid the phone tree and ask questions via social.

## Have fun and they will, too

Humor is one of the touchiest subjects on social media for local governments. You're supposed to be serious, right? Citizens appreciate the humor. They like it when their government is cool. Remember, humorous posts are more likely to get likes, comments, and shares. Use humor to tell real stories about programs and projects in your organization. You can also use it just to be funny, too.

## Once you start, don't stop posting

If you're going to do social media, it's important to keep the content flowing. Regular, engaging posts will help build a base of followers. Use images or graphics with each post. Remember, getting on a timeline is hard; getting the user to stop and read your post as they're scrolling can be even harder. Use visuals to get attention.

## Everyone isn't going to agree

Remember that everyone isn't going to agree with everything you do. Embrace the negative comments and begin to work toward common ground. 

**About the author:** *Timothy Martin is the Citizen Engagement Officer for the City of Roanoke.*

## By the Numbers City of Roanoke social media

# 53

accounts on various platforms for many departments

# 180,000

followers combined on city pages

# 2.5 million

likes, comments, and shares on city's main Facebook page in 2016

# 23 million

Total reach on all posts to city's main page in 2016

# Capital Project on the Horizon?

## VML/VACo Finance offers three ways to finance:

- **Fixed Rate Loan Program** – A competitive bank placement program for loans of up to \$25 million.
- **Commercial Paper** – A pooled, floating-rate program that's perfect for interim and revenue anticipation loans.
- **Equipment Leasing** – Typically the easiest, lowest-cost way to finance equipment purchases.

Our experienced staff can help you plan your financing from soup to nuts and even evaluate other options. May we be of service to you?

## 2017 General Assembly's veto session

*Continued from page 19*

was adopted regarding the definition of “working papers,” which will now read: “Further, information publicly available or not otherwise subject to an exclusion under this chapter or other provision of law that has been aggregated, combined, or changed in format without substantive analysis or revision shall not be deemed working papers.”

SB1102 was a bill regarding the release of records in unattended deaths after the investigations were completed. The original bill required release of the police records to immediate family where the immediate family member was not going to be charged in connection with the death. All parties agreed to two minor amendments that clarify things in the bill. The Governor also recommended releasing only a summary of the police record, but this amendment was rejected.

## Conflict of Interests Act

HB1854 and SB1312 are the Conflict of Interests Act bills that address 28 proposals from the Conflict of Interests and Ethics Advisory Council. The Governor’s recommendation for both bills was to add a paragraph regarding legislators’ personal interest in contracts with state or local government agencies and the required disclosures. Not surprisingly, this was rejected.

## Three restitution/fines-type bills tinkered with

SB1284 deals with court-ordered restitution, enforcement and non-compliance. The bill as passed requires the court or the clerk to complete a restitution form at the time of sentencing; provides for docketing a judgment if unpaid; and requires local circuit court clerks to submit quarterly reports to the attorney for the Commonwealth and probation agencies. As passed, the bill also amends Code Sections §19.2-354 and §19.2-358, which deal with the ability of a court to fine a person for non-payment. The General Assembly approved a substitute bill by Governor McAuliffe to remove the fine, leaving only the ability to imprison.

SB1285 dealt with restitution and probation. As passed, a convicted person required to pay restitution must be placed on indefinite probation. The legislation adds guidance on how to end or amend probation and restitution as well. Legislators rejected amendments by the Governor to have the bill apply only in the 16th Judicial Circuit (Albemarle, Culpeper, Fluvanna, Goochland, Greene, Louisa, Madison, Orange); that the legislation expires July 1, 2019; and have the Virginia State Crime Commission monitor and report to the General Assembly on the implementation.

SB854 is related to unpaid court fines. The bill as passed allowed for longer time periods before creating payment plans as well as adding a code section that outlines deferred or installment payment agreements. The Governor’s recommendations tinker with the time periods and the threshold amounts in the

payment plans. For example, the bill adopted during the session offered a payment agreement after 90 days; the end result with the Governor’s amendment is 30 days. The down payment was originally 20%, and as finalized is 10%. The bill is very technical in nature so be aware of all the timelines and look for the Executive Secretary of the Supreme Court to promulgate a form that will help assess the defendant’s ability to pay.

## Procurement

HB2017 authorizes localities to waive bid and performance bonds for non-transportation-related construction contracts. The bill that passed the General Assembly allowed bid bonds to be waived for a current Class A Contractor if there was: 1) a written determination by the locality, 2) less than 10 nontransportation-related construction contracts per year with a waiver, and 3) the contract was in excess of \$100,000 but less than \$300,000. For performance bonds, the amounts were the same. The General Assembly approved a gubernatorial amendment to take out the “non-transportation-related” restriction.

## Fire Programs Fund

HB1532 increases the share of moneys in the Fire Programs Fund that would be allocated to localities for improvement of fire services. The bill already had a delayed effective date of January 1, 2018, but the Governor proposed and the General Assembly agreed to add a reenactment clause, meaning the General Assembly will have to take up the issue again in the 2018 session.

## Local collection fees bill amendment

HB2442 provides that an ordinance for collection of overdue accounts may also provide for the imposition of collection and imposition of fees, not to exceed those allowed for collection of delinquent taxes. The House did not act on a gubernatorial amendment, so the Governor now can sign the bill as passed originally by the General Assembly, not sign it and have it become law without his signature, or veto it.

## Wireless infrastructure

SB1282 had some proposed changes to it affecting the Virginia Department of Transportation (“VDOT”). The General Assembly rejected only one of the proposed changes and that was a grandfathering clause for contracts or permits that VDOT had allowing use of the right-of-way. 

**About the authors:** *Michelle Gowdy is General Counsel for VML and Mary Jo Fields is VML’s Director of Research.*

## Intentional by design

*Continued from page 18*

work plans, including an annual report, is completed by the Healthy Portsmouth organization.

CHA and CHIP is hard but necessary work in every locality. Fortunately, in Virginia the work is already underway. If you are already part of the leadership for such efforts, thank you. If not, join other leaders and create a common vision of a healthy, resilient community. You can find your local health director at [www.vdh.virginia.gov/local-health-districts/](http://www.vdh.virginia.gov/local-health-districts/). Then, align and focus those efforts under strong leadership to allow your municipality to build on its assets and strengths and create

this enhanced community capacity.

Consider these types of efforts key in the development of a previously unrecognized but crucial component of the community infrastructure – data-driven community collaboration necessary to improve and sustain the health of the population. Only by integrating this infrastructure with the traditionally recognized community infrastructure will the vision of a healthy, resilient community be realized.

**About the authors:** *Dr. Marissa J. Levine is the State Health Commissioner. The Virginia Dept. of Health's Population Team contributed to this article.*

## Jobs

### **Senior Human Resources Analyst, Charlottesville**

This position performs complex professional and administrative work related to classification, compensation, and total rewards. Essential functions include: conducting market surveys and analyzing data to make budgetary recommendations; conducting ad hoc HR reports & analyses; researching, evaluating alternative compensation programs for possible application in the City and other job related duties as assigned. To view a more complete job posting and to apply, visit <http://www.charlottesville.org/jobs>. Open until filled. Full time. Salary: Starting hiring range is \$52,933.92 - \$83,909.28 annually. Full benefits.

### **IT Support Specialist - Web and Reporting, Gloucester County**

Performs technical and administrative work in the planning, design, development, installation, and maintenance of County Web Sites, related software applications, and data presentation reports. Coordinates and manages data visualization and reporting needs assessment across County Departments. For the complete job description, visit <http://www.gloucester.va.gov/jobs>. Open until filled. Full time. Salary: \$54,985 - \$87,785. Full benefits.

### **Senior Regional Planner, Chesapeake**

The Hampton Roads Planning District Commission (HRPDC), a regional planning agency, is seeking a Senior Regional Planner to perform advanced professional work in a variety of assignments in the areas of comprehensive, strategic, environmental and economic development planning in a regional planning office. The successful candidate will have considerable professional experience (5 – 7 years) in the applicable program areas with some experience in a supervisory capacity preferred. For complete job description, visit <http://hrpdca.gov/page/employment>. Open until filled. Full time. Salary: \$68,000 - \$72,000 DOE/DOQ. Full benefits.

### **County Administrator, Grayson County**

The County Administrator is accountable directly to the Board of Supervisors and is responsible for directing and supervising the day-to-day operations of all County departments and agencies. The Board is seeking a County Administrator who will be a good steward of public funds, build solid working relationships both internal and external to

the County and foster a 'team' environment with County staff members. A minimum of five to nine years of public or private sector-management experience as chief or deputy chief administrative officer of a comparably sized community or organization is highly desired. For complete job description, visit <http://www.graysoncountyva.gov>. Application deadline: Monday, May 8. Full time. Salary: Negotiable/DOQ/DOE. Full benefits.

### **Special Projects Coordinator, Leesburg**

Required: HS/GED; six to eight years of progressively responsible experience in the maintenance of public facilities, infrastructure, public right of ways and roads; minimum of three years supervisory experience; experience in inventory management, bid solicitation and forecasting maintenance needs while preparing daily work schedules for multiple crews; must have thorough understanding of the MUTCD as it relates to traffic control and work zones; possession of a valid Class B Commercial Driver's License (CDL); VDOT Flagging Certification. Visit [www.leesburgva.gov/jobs](http://www.leesburgva.gov/jobs) for more information and to apply online. EOE/ADA. Open until filled. Full time. Salary: \$54,244 - \$91,048 DOQ. Full benefits.

### **Police Captain, Woodstock**

The Town of Woodstock is seeking a proactive, experienced law enforcement professional to join the Town's Police Department. The Police Captain is responsible for managing departmental operations, supervising the patrol and criminal investigative divisional staff, ensuring coordination of duties among divisions, training, mentoring, and evaluating staff, scheduling training, reviewing and approving reports, managing grants, developing and implementing departmental goals, objectives, leading public relations efforts, and providing quality community-oriented policing initiatives. For a complete job description, visit [www.townofwoodstockva.gov/jobs](http://www.townofwoodstockva.gov/jobs). Application deadline: Friday, April 21. Position Type: Full time. Salary: \$49,692-\$77,023. Full benefits.

### **City Manager, Roanoke**

The City Council is seeking someone to work with it as a partner, a supporter and a trusted advisor. It wants someone who is intelligent, upbeat, friendly, outgoing, organized, positive and progressive – someone who is visionary yet practical. The position requires a bachelor's degree in business administration, public administration, public policy or related

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field and seven to 10 years of experience as a senior-level government or private-sector executive. A master's degree is preferred. To apply, e-mail your resume to [Recruit42@cb-asso.com](mailto:Recruit42@cb-asso.com) by May 5th. Application Deadline: Friday, May 5. Full time. Salary: \$150,000 - \$220,000. Full benefits.

### Financial Analyst, Virginia Beach

The City of Virginia Beach is recruiting for a Financial Analyst to assist in the administration of and accounting for the City's outstanding bond portfolio and performing financial analysis. Plans, directs and participates in the analysis and preparation of the debt note to the financial statements, budget documents, Long-Term Debt Report, and disclosures as required by the Securities and Exchange Commission Rule 15c2-12: Continuing Disclosure. Assist with bond sales. For more information and to apply on-line by 4/19/17 go to [www.vbgovcareers.com](http://www.vbgovcareers.com). Application deadline: Wednesday, April 19. Full time. Salary: \$66,938.88 - \$102,771.36. Full benefits.

### Procurement Administrator, Chesapeake

The ideal candidate will possess knowledge of modern governmental purchasing principles, methods and procedures; methods and procedures used in preparing bid specifications; leadership techniques to include supervisory and management best practices; budgeting and program management. Requires a bachelor's degree or equivalent in purchasing, business administration, or a closely related field and a minimum of five years of progressively responsible full-time experience in procurement operations. For a complete job description and an opportunity to apply, please visit [www.jobs.cityofchesapeake.net](http://www.jobs.cityofchesapeake.net). Application deadline: Wednesday, May 3. Full time. Salary: \$66,457 - \$109,655. Full benefits.

### Public Facilities Director, Rocky Mount

This position will oversee the maintenance and expansion of all Town facilities including water treatment, wastewater treatment, streets, parks, storm water facilities, buildings, refuse collection, and other grounds. This managerial position requires a degree in civil engineering or similar, and at least three years of experience in a related environment. Residency in Franklin County is required. For details, visit [www.rockymountva.org/employment](http://www.rockymountva.org/employment). This job is open until filled. Full time. Salary: \$61,000 - \$65,000/negotiable. Full benefits.

### Combination Code Inspector, Portsmouth

The Combination Code Inspector performs inspections of new and remodeled residential dwellings and commercial buildings in multiple trades to ensure compliance with federal, state and local ordinances. Graduation from a Vocational school with a diploma in Building, Electrical, Mechanical, or Plumbing trade; Master Tradesman License in Mechanical, Electrical or Plumbing/gas fitting trade; or NICET III certification in fire protection systems, 5 to 7 years responsible work experience conducting building, mechanical, electrical, fire protection and plumbing inspections. To view the complete job description, go to [www.portsmouthva.gov](http://www.portsmouthva.gov). Application deadline: Sunday, April 30. Full time. Salary: \$40,090 - \$77,894. Full benefits.

### Business & Economic Development Director, Middleburg

The Business & Economic Development Director will be responsible for generating business development goals and strategies and will be held accountable for meeting the measurable objectives for recruiting and retaining businesses in the Town of Middleburg. Bachelor's degree in business, economic development, marketing or a related field with 5-10 years of experience is required; Master's Degree or relevant higher education certification is a plus. Send letter of interest and resume with salary history and at least three references to: Martha Mason Semmes, Town Administrator, [townadmin@middleburgva.gov](mailto:townadmin@middleburgva.gov). Call (540) 687-5152 for more information. Position open until filled. Full time. Salary: \$70,000 - 80,000 DOQ. Full benefits.

### Teen Center Specialist, Vienna

Part-time position. Helps conduct daily operations at the Town of Vienna 'Club Phoenix' Teen Center and assists in creating a fun, safe environment for teens in programs, as well as assist in program development. Must be 18 years old. Must have a high school diploma or equivalent. Must be CPR/ First Aid certified or obtain certification within 60 days of employment. Salary: \$10.00 - \$13.55 hourly. Application deadline: May 1. Apply online at [www.viennava.gov](http://www.viennava.gov).

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